

The Nuts and Bolts of Cultural Heritage Tourism

Application to Host a Community Workshop

Background

As Utah's economy has changed, cultural heritage tourism has emerged as a potential catalyst for significant economic opportunity in many Utah communities—particularly those in rural Utah. Cultural/historic visitors represent a rapidly growing segment of the overall tourism economy. Better yet, they tend to stay longer and spend more in a given destination than do other types of tourists.

However, the value to the community from cultural heritage tourism extends beyond its impact in dollars. The economic opportunity of cultural heritage tourism derives from a community's desire to sustain and promote the very elements that are most important to it: its history, heritage, and culture. Because cultural heritage tourism, by its nature, encompasses a broad range of activities, sites, and experiences, communities that are successful at establishing themselves as destinations for heritage visitors take a broad-based approach that incorporates a diversity of interests

Recognizing this trend, the Utah State Department of Community & Economic Development (DCED) established the **Community Cultural Heritage Coordinating Council (CCHCC)** in 1999 to assist community-based organizations in creating heritage areas, enhancing historic sites and districts, developing museums, revitalizing historic business districts, fostering local arts, preserving local lifestyles, and promoting healthy economic growth. A web site has been developed <http://culturalheritage.utah.gov/> to provide information about existing programs, opportunities and technical assistance within state government that relate to cultural heritage tourism. Professional staff from the Department of Community and Economic Development (DCED), Division of State History, Utah Arts Council, Travel Council, Office of Museum Services, Main Street Program, and State Library will facilitate the workshops.

Why hold a workshop?

"Nuts and Bolts of Cultural Heritage Tourism" is designed to provide a broad cross-section of individuals and organizations from your community/region who are interested in cultural heritage tourism with the opportunity to work with a team of experts on developing a plan to establish your community/region as a destination for heritage visitors. Whether you are just getting started, in the early planning stages, or already engaged in projects and activities, the workshop can be tailored to meet the specific needs of your community/region.

Who can apply?

In order to be eligible the organization must adequately represent the area. Applications may be received from non-profit entities or governmental agencies. Please complete the application and submit it anytime, as workshops are scheduled as needed.

Return completed application to:
Cultural Heritage Tourism Workshop
Utah Arts Council
Attn Anna Boulton
617 East South Temple
Salt Lake City, UT 84111

For further information contact Anna Boulton at (801) 236-7546 or aboulton@utah.gov

GENERAL APPLICATION

A. Eligibility (please check appropriate box)

- ☐ Government
☐ Non-Profit
☐ Other (please describe)_____

B. Describe the geographic boundaries of the area

C. Name of Organization _____

Contact Person _____

Address _____

City, State, Zip Code _____

Telephone _____

Email _____

D. The key to a successful workshop is the right cross section of attendees. Workshop participants should include representatives from Certified Local Governments, Main Street programs, Arts Council, Travel Council, Museums, Chamber of Commerce, Libraries, local Historical Societies, RC&D's, owners of historic properties, interested citizens, Federal agencies, local press, guides and outfitters, heritage product producers, artists, tourism related businesses, Heritage Areas, Association of Governments, and educational programs.

Please list the organizations in your area that are interested in attending the workshop:

_____	_____	_____
_____	_____	_____
_____	_____	_____

E. Please attach letters of support from local political units, i.e. city council, county commissioners, etc.

F. Workshop logistics:

Please be prepared to provide a suitable meeting location with a four to five hour time block; advertising for the workshop, including public notices; and food (as appropriate). Traveling expenses for DCED staff will be paid by their respective agencies.

G. Recipients of assistance under this program are obligated to comply with Title VI of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973. These acts provide that no person in the United States shall, on the ground of race, color, national origin, handicap, sex, or age, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the applicant receives Federal financial assistance. Submission of this application implies commitment to comply with this requirement.

H. Applicant Signature

Community Contact

Date